Annotated Index Volume 5

Author Index

* denotes coauthor

- Berry, Leonard L./"Retailers With a Future"/ V5N1, SPR96/Page 38.
- Berry, Leonard L.*/"Making Corporate Performance 'SOAR'"/V5N3, FALL96/Page 12.
- Bruyn, Steven D./"Plymouth Renaissance, The"/V5N2, SUM96/Page 56.
- Cespedes, Frank V./"Beyond Teamwork: How the Wise Can Synchronize"/V5N1, SPR96/Page 24.
- Clark, Bruce H./"Welcome to My Parlor"/ V5N4, WIN97/Page 10.
- Comer, Lucette B.*/"Follow the Leader"/ V5N4, WIN97/Page 38.
- Cooper, Robert G.*/"Critical Success Factors for New Financial Services"/V5N3, FALL96/Page 26.
- Cressman, George E.*/"Hyper-Learning in a Hyper-World"/V5N2, SUM96/Page 42.
- Cristol, Steven M.*/"Replacement Marketing"/V5N1, SPR96/Page 12.
- Dubinsky, Alan J.*/"Follow the Leader"/ V5N4, WIN97/Page 38.
- Edgett, Scott J.*/"Critical Success Factors for New Financial Services"/V5N3, FALL96/Page 26.

- Emmelhainz, Margaret A.*/"So You Think You Want A Partner?"/V5N2, SUM96/ Page 24.
- Gardner, John T.*/"So You Think You Want A Partner?"/V5N2, SUM96/Page 24.
- Hart, Christopher W./"Made to Order"/ V5N2, SUM96/Page 10.
- Hollander, Stanley C./"Wheel of Retailing, The"/V5N2, SUM96/Page 63.
- Jolson, Marvin A.*/"Follow the Leader"/ V5N4, WIN97/Page 38.
- Lambert, Douglas M.*/"So You Think You Want A Partner?"/V5N2, SUM96/Page 24.
- Lazer, William/"Marketing's Changing Social Relationships"/V5N1, SPR96/ Page 52.
- Levitt, Theodore/"Communications and Industrial Selling"/V5N3, FALL96/Page
- Lusch, Robert F.*/"Making Corporate Performance 'SOAR'"/V5N3, FALL96/Page 12.
- Matanovich, Timothy J.*/"Hyper-Learning in a Hyper-World"/V5N2, SUM96/Page 42.
- Matsen, Paul G./"Flying High"/V5N3, FALL96/Page 6.

- Merican, Steven R./"Franchisor Liability"/V5N4, WIN97/Page 51.
- Olson, Eric M.*/"Smooth Takeoff"/V5N3, FALL96/Page 38.
- Ortego, Joseph J./"Wrong Number"/V5N2, SUM96/Page 60.
- Ortego, Joseph J./"Unfair Competition"/ V5N3, FALL96/Page 50.
- Reddersen, William F./"Baby Steps"/V5N1, SPR96/Page 8.
- Sealey, Peter*/"Replacement Marketing"/ V5N1, SPR96/Page 12.
- Semans, Debra S./"Room for Improvement"/ V5N2, SUM96/Page 5.
- Shapiro, Barry R./"Protecting Vanity Numbers"/V5N1, SPR96/Page 47.
- Shultz, Clifford J./"Asia's Next Tiger?"/ V5N4, WIN97/Page 26.
- Slater, Stanley F.*/"Smooth Takeoff"/ V5N3, FALL96/Page 38.
- Yammarino, Francis J.*/"Follow the Leader"/V5N4, WIN97/ Page 38.
- Zentmyer, David T. Jr./"Opportunity Calls"/V5N4, WIN97/Page 4.

Title Index

- "Asia's Next Tiger?"/Shultz, Clifford J./V5N4, WIN97/Page 26.
- "Baby Steps"/Reddersen, William F./V5N1, SPR96/Page 8.
- "Beyond Teamwork: How the Wise Can Synchronize"/Cespedes, Frank V./V5N1, SPR96/Page 24.
- "Communications and Industrial Selling"/ Levitt, Theodore/V5N3, FALL96/Page 44.
- "Critical Success Factors for New Financial

- Services"/Cooper, Robert G.; Edgett, Scott J./V5N3, FALL96/Page 26.
- "Flying High"/Matsen, Paul G./V5N3, FALL96/Page 6.
- "Hyper-Learning in a Hyper-World"/ Matanovich, Timothy J.; Cressman, George E./V5N2, SUM96/Page 42.
- "Follow the Leader"/Jolson, Marvin A.; Dubinsky, Alan J.; Comer, Lucette B.; Yammarino, Francis J./V5N4, WIN97/Page 38.
- "Franchisor Liability"/Merican, Steven R./V5N4, WIN97/Page 51.
- "Made to Order"/Hart, Christopher W./ V5N2, SUM96/Page 10.
- "Making Corporate Performance 'SOAR'"/ Berry, Leonard L.; Lusch, Robert F./V5N3, FALL96/Page 12.
- "Marketing's Changing Social Relationships"/Lazer, William/V5N1, SPR96/Page 52.

Annotated Index Volume 5

Author Index

* denotes coauthor

- Berry, Leonard L./"Retailers With a Future"/ V5N1, SPR96/Page 38.
- Berry, Leonard L.*/"Making Corporate Performance 'SOAR'"/V5N3, FALL96/Page 12.
- Bruyn, Steven D./"Plymouth Renaissance, The"/V5N2, SUM96/Page 56.
- Cespedes, Frank V./"Beyond Teamwork: How the Wise Can Synchronize"/V5N1, SPR96/Page 24.
- Clark, Bruce H./"Welcome to My Parlor"/ V5N4, WIN97/Page 10.
- Comer, Lucette B.*/"Follow the Leader"/ V5N4, WIN97/Page 38.
- Cooper, Robert G.*/"Critical Success Factors for New Financial Services"/V5N3, FALL96/Page 26.
- Cressman, George E.*/"Hyper-Learning in a Hyper-World"/V5N2, SUM96/Page 42.
- Cristol, Steven M.*/"Replacement Marketing"/V5N1, SPR96/Page 12.
- Dubinsky, Alan J.*/"Follow the Leader"/ V5N4, WIN97/Page 38.
- Edgett, Scott J.*/"Critical Success Factors for New Financial Services"/V5N3, FALL96/Page 26.

- Emmelhainz, Margaret A.*/"So You Think You Want A Partner?"/V5N2, SUM96/ Page 24.
- Gardner, John T.*/"So You Think You Want A Partner?"/V5N2, SUM96/Page 24.
- Hart, Christopher W./"Made to Order"/ V5N2, SUM96/Page 10.
- Hollander, Stanley C./"Wheel of Retailing, The"/V5N2, SUM96/Page 63.
- Jolson, Marvin A.*/"Follow the Leader"/ V5N4, WIN97/Page 38.
- Lambert, Douglas M.*/"So You Think You Want A Partner?"/V5N2, SUM96/Page 24.
- Lazer, William/"Marketing's Changing Social Relationships"/V5N1, SPR96/ Page 52.
- Levitt, Theodore/"Communications and Industrial Selling"/V5N3, FALL96/Page
- Lusch, Robert F.*/"Making Corporate Performance 'SOAR'"/V5N3, FALL96/Page 12.
- Matanovich, Timothy J.*/"Hyper-Learning in a Hyper-World"/V5N2, SUM96/Page 42.
- Matsen, Paul G./"Flying High"/V5N3, FALL96/Page 6.

- Merican, Steven R./"Franchisor Liability"/V5N4, WIN97/Page 51.
- Olson, Eric M.*/"Smooth Takeoff"/V5N3, FALL96/Page 38.
- Ortego, Joseph J./"Wrong Number"/V5N2, SUM96/Page 60.
- Ortego, Joseph J./"Unfair Competition"/ V5N3, FALL96/Page 50.
- Reddersen, William F./"Baby Steps"/V5N1, SPR96/Page 8.
- Sealey, Peter*/"Replacement Marketing"/ V5N1, SPR96/Page 12.
- Semans, Debra S./"Room for Improvement"/ V5N2, SUM96/Page 5.
- Shapiro, Barry R./"Protecting Vanity Numbers"/V5N1, SPR96/Page 47.
- Shultz, Clifford J./"Asia's Next Tiger?"/ V5N4, WIN97/Page 26.
- Slater, Stanley F.*/"Smooth Takeoff"/ V5N3, FALL96/Page 38.
- Yammarino, Francis J.*/"Follow the Leader"/V5N4, WIN97/ Page 38.
- Zentmyer, David T. Jr./"Opportunity Calls"/V5N4, WIN97/Page 4.

Title Index

- "Asia's Next Tiger?"/Shultz, Clifford J./V5N4, WIN97/Page 26.
- "Baby Steps"/Reddersen, William F./V5N1, SPR96/Page 8.
- "Beyond Teamwork: How the Wise Can Synchronize"/Cespedes, Frank V./V5N1, SPR96/Page 24.
- "Communications and Industrial Selling"/ Levitt, Theodore/V5N3, FALL96/Page 44.
- "Critical Success Factors for New Financial

- Services"/Cooper, Robert G.; Edgett, Scott J./V5N3, FALL96/Page 26.
- "Flying High"/Matsen, Paul G./V5N3, FALL96/Page 6.
- "Hyper-Learning in a Hyper-World"/ Matanovich, Timothy J.; Cressman, George E./V5N2, SUM96/Page 42.
- "Follow the Leader"/Jolson, Marvin A.; Dubinsky, Alan J.; Comer, Lucette B.; Yammarino, Francis J./V5N4, WIN97/Page 38.
- "Franchisor Liability"/Merican, Steven R./V5N4, WIN97/Page 51.
- "Made to Order"/Hart, Christopher W./ V5N2, SUM96/Page 10.
- "Making Corporate Performance 'SOAR'"/ Berry, Leonard L.; Lusch, Robert F./V5N3, FALL96/Page 12.
- "Marketing's Changing Social Relationships"/Lazer, William/V5N1, SPR96/Page 52.

- "Opportunity Calls"/Zentmyer, David T., Jr./V5N4, WIN97/Page 4.
- "Plymouth Renaissance, The"/Bruyn, Steven D./V5N2, SUM96/Page 56.
- "Protecting Vanity Numbers"/Shapiro, Barry R./V5N1, SPR96/Page 47.
- "Replacement Marketing"/Cristol, Steven M.; Sealey, Peter/V5N1, SPR96/Page 12.
- "Retailers With a Future"/Berry, Leonard L./V5N1, SPR96/Page 38.
- "Room for Improvement"/Semans, Debra S./V5N2, SUM96/Page 5.
- "Smooth Takeoff"/Olson, Eric M.; Slater, Stanley F./V5N3, FALL96/Page 38.
- "So You Think You Want A Partner?"/ Lambert, Douglas M.; Emmelhainz, Margaret A.; Gardner, John T./V5N2, SUM96/Page 24.
- "Unfair Competition"/Ortego, Joseph J./V5N3, FALL96/Page 50.
- "Welcome to My Parlor"/Clark, Bruce H./V5N4, WIN97/Page 10.
- "Wheel of Retailing, The"/Hollander, Stanley C./V5N2, SUM96/Page 63.
- "Wrong Number"/Ortego, Joseph J./V5N2, SUM96/Page 60.

Subject Index

BUYER BEHAVIOR

Consumer Behavior

"Replacement Marketing"/Cristol, Steven M.; Sealey, Peter/V5N1, SPR96/Page 12/New logic brings relief to choice-choked consumers and strategy-starved sellers alike.

Organizational Buying Behavior

"So You Think You Want A Partner?"/
Lambert, Douglas M.; Emmelhainz, Margaret A.; Gardner, John T./V5N2,
SUM96/ Page 24/Not all close business relationships are partnerships, nor should they be.

CHANNELS OF DISTRIBUTION/LOGISTICS

Retailing

"Wheel of Retailing, The"/Hollander, Stanley C./V5N2, SUM96/Page 63/What makes skilled managers succumb to the 'prosper, mature, and decay' pattern? Journal of Marketing reprint.

INDUSTRIAL/BUSINESS-TO-BUSINESS MARKETING

- "Communications and Industrial Selling"/ Levitt, Theodore/V5N3, FALL96/Page 44/Company reputation is a powerful purchasing influencer, but not always. Journal of Marketing reprint.
- "Opportunity Calls"/Zentmyer, David T. Jr./V5N4, WIN97/Page 4/Consumer requests spurred Lands' End's foray into corporate sales. An interview with David T. Zentmyer Jr., vice president of corporate sales for Lands' End.

Relationship Marketing

"So You Think You Want A Partner?"/
Lambert, Douglas M.; Emmelhainz,
Margaret A.; Gardner, John T./V5N2,
SUM96/Page 24/Not all close business

relationships are partnerships, nor should they be.

INTERNATIONAL/GLOBAL MARKETING

"Asia's Next Tiger?"/Shultz, Clifford J. /V5N4, WIN97/Page 26/Vietnam is fraught with promise and peril for marketers.

Global Marketing Structures

"Asia's Next Tiger?"/Shultz, Clifford J. /V5N4, WIN97/Page 26/Vietnam is fraught with promise and peril for marketers.

MARKETING & SOCIETY/MACROMARKETING

"Marketing's Changing Social Relationships"/Lazer, William/V5N1, SPR96/Page 52/In an economy of abundance, marketing responsibilities extend beyond the profit motive. *Journal of Marketing* reprint.

Legal Issues

- "Franchisor Liability"/Merican, Steven R./V5N4, WIN97/Page 51/Illinois case may increase litigation under 'apparent agent' rule.
- "Protecting Vanity Numbers"/Shapiro, Barry R./V5N1, SPR96/Page 47/Some 800 numbers spell legal problems.
- "Unfair Competition"/Ortego, Joseph J. /V5N3, FALL96/Page 50/Even limited distribution of promotional materials can subject a company to Lanham liability.
- "Wrong Number"/Ortego, Joseph J./V5N2, SUM96/Page 60/ADAD laws are primarily about privacy.

Marketing & Economic Development

"Asia's Next Tiger?"/Shultz, Clifford J. /V5N4, WIN97/Page 26/Vietnam is fraught with promise and peril for marketers.

Public Policy and Marketing

- "Franchisor Liability"/Merican, Steven R./V5N4, WIN97/Page 51/Illinois case may increase litigation under 'apparent agent' rule.
- "Unfair Competition"/Ortego, Joseph J. /V5N3, FALL96/Page 50/Even limited distribution of promotional materials can subject a company to Lanham liability.
- "Wrong Number"/Ortego, Joseph J./V5N2, SUM96/Page 60/ADAD laws are primarily about privacy.

Social Impact of Marketing

- "Asia's Next Tiger?"/Shultz, Clifford J. /V5N4, WIN97/Page 26/Vietnam is fraught with promise and peril for marketers.
- "Marketing's Changing Social Relationships"/Lazer, William/V5N1, SPR96/Page 52/In an economy of abundance, marketing responsibilities extend beyond the profit motive. *Journal of Marketing* reprint.

MARKETING COMMUNICATIONS

- "Welcome to My Parlor"/Clark, Bruce H. /V5N4, WIN97/Page 10/The lure of marketing on the World Wide Web is great. Be sure you don't get stuck with the wrong approach.
- "Protecting Vanity Numbers"/Shapiro, Barry R./V5N1, SPR96/Page 47/Some 800 numbers spell legal problems.
- "Smooth Takeoff"/ Olson, Eric M.; Slater, Stanley F./V5N3, FALL96/Page 38/ Western Pacific's guerilla marketing tactics get the fledgling airline off the ground.

Advertising

"Communications and Industrial Selling"/ Levitt, Theodore/V5N3, FALL96/Page 44/Company reputation is a powerful

- purchasing influencer, but not always. Journal of Marketing reprint.
- "Unfair Competition"/Ortego, Joseph J. /V5N3, FALL96/Page 50/Even limited distribution of promotional materials can subject a company to Lanham liability.

Consumer Promotion

"Protecting Vanity Numbers"/Shapiro, Barry R./V5N1, SPR96/Page 47/Some 800 numbers spell legal problems.

Direct Marketing

"Opportunity Calls"/Zentmyer, David T. Jr./V5N4, WIN97/Page 4/Consumer requests spurred Lands' End's foray into corporate sales. An interview with David T. Zentmyer Jr., vice president of corporate sales for Lands' End.

Relationship Marketing

"Flying High"/Matsen, Paul G./V5N3, FALL96/Page 6/At Delta, marketing takes a seat in the cockpit. An interview with Paul G. Matsen, vice president of corporate planning for Delta Air Lines Inc.

Sales Promotion

- "Communications and Industrial Selling"/ Levitt, Theodore/V5N3, FALL96/Page 44/Company reputation is a powerful purchasing influencer, but not always. Journal of Marketing reprint.
- "Unfair Competition"/Ortego, Joseph J. /V5N3, FALL96/Page 50/Even limited distribution of promotional materials can subject a company to Lanham liability.

Telemarketing

"Wrong Number"/Ortego, Joseph J./V5N2, SUM96/Page 60/ADAD laws are primarily about privacy.

MARKETING MANAGEMENT

- "Beyond Teamwork: How the Wise Can Synchronize"/Cespedes, Frank V./V5N1, SPR96/Page 24/Concurrent marketing creates the seamless integration your organization is supposed to enjoy.
- "Hyper-Learning in a Hyper-World"/
 Matanovich, Timothy J.; Cressman,
 George E./V5N2, SUM96/Page 42/
 Time-pressured managers can accelerate
 market response without risking the farm.
- "Made to Order"/Hart, Christopher W. /V5N2, SUM96/Page 10/Technology is making it feasible to reach that market of one. Make sure you're the first mover.

- "Replacement Marketing"/Cristol, Steven M.; Sealey, Peter/V5N1, SPR96/Page 12/New logic brings relief to choice-choked consumers and strategy-starved sellers alike.
- "Room for Improvement"/Semans, Debra S./V5N2, SUM96/Page 5/America's innkeeper polishes its image to compete in the '90s. An interview with Debra S. Semans, Holiday Inn Worldwide's vice president of strategic and new market development.
- "So You Think You Want A Partner?"/
 Lambert, Douglas M.; Emmelhainz,
 Margaret A.; Gardner, John T./V5N2,
 SUM96/Page 24/Not all close business
 relationships are partnerships, nor
 should they be.

Customer Loyalty/Retention

"Flying High"/Matsen, Paul G./V5N3, FALL96/Page 6/At Delta, marketing takes a seat in the cockpit. An interview with Paul G. Matsen, vice president of corporate planning for Delta Air Lines Inc.

Customer Satisfaction/Quality

- "Flying High"/Matsen, Paul G./V5N3, FALL96/Page 6/At Delta, marketing takes a seat in the cockpit. An interview with Paul G. Matsen, vice president of corporate planning for Delta Air Lines Inc.
- "Retailers With a Future"/Berry, Leonard L./V5N1, SPR96/Page 38/Five benefits distinguish companies that compete on value.

Employee Selection & Training

"Follow the Leader"/Jolson, Marvin A.; Dubinsky, Alan J.; Comer, Lucette B.; Yammarino, Francis J./V5N4, WIN97/Page 38/As women climb the ladder in sales organizations, their management styles can trip them up.

Industry & Market Segmentation/Structure

- "Baby Steps"/Reddersen, William F. /V5N1, SPR96/Page 8/Undaunted by incessant change, BellSouth continues to target 'a market of one.' An interview with William F. Reddersen, BellSouth's group president for long-distance and video services.
- "Room for Improvement"/Semans, Debra S./V5N2, SUM96/Page 5/America's innkeeper polishes its image to compete in the '90s. An interview with Debra S. Semans, Holiday Inn Worldwide's vice president of strategic and new market development.

Marketing Effectiveness/Productivity

- "Beyond Teamwork: How the Wise Can Synchronize"/Cespedes, Frank V./V5N1, SPR96/Page 24/Concurrent marketing creates the seamless integration your organization is supposed to enjoy.
- "Hyper-Learning in a Hyper-World"/
 Matanovich, Timothy J.; Cressman,
 George E./V5N2, SUM96/Page 42/
 Time-pressured managers can accelerate
 market response without risking the
 farm.
- "Made to Order"/Hart, Christopher W. /V5N2, SUM96/Page 10/Technology is making it feasible to reach that market of one. Make sure you're the first mover.
- "Making Corporate Performance 'SOAR'"/
 Berry, Leonard L.; Lusch, Robert
 F./V5N3, FALL96/Page 12/A framework for improving retail governance
 can lift all management/board relationships to new heights.
- "Smooth Takeoff'/Olson, Eric M.; Slater, Stanley F./V5N3, FALL96/Page 38/Western Pacific's guerilla marketing tactics get the fledgling airline off the ground.

Marketing Organization

- "Beyond Teamwork: How the Wise Can Synchronize"/Cespedes, Frank V./V5N1, SPR96/Page 24/Concurrent marketing creates the seamless integration your organization is supposed to enjoy.
- "Making Corporate Performance 'SOAR'"/
 Berry, Leonard L.; Lusch, Robert
 F./V5N3, FALL96/Page 12/A framework for improving retail governance
 can lift all management/board relationships to new heights.
- "Plymouth Renaissance, The"/Bruyn, Steven D./V5N2, SUM96/Page 56/Chrysler revamps a venerable line to rebuild its brand equity.
- "So You Think You Want A Partner?"/
 Lambert, Douglas M.; Emmelhainz,
 Margaret A.; Gardner, John T./V5N2,
 SUM96/Page 24/Not all close business
 relationships are partnerships, nor
 should they be.

Positioning

"Plymouth Renaissance, The"/Bruyn, Steven D./V5N2, SUM96/Page 56/Chrysler revamps a venerable line to rebuild its brand equity.

- "Room for Improvement"/Semans, Debra S./V5N2, SUM96/Page 5/America's innkeeper polishes its image to compete in the '90s. An interview with Debra S. Semans, Holiday Inn Worldwide's vice president of strategic and new market development.
- "Smooth Takeoff"/Olson, Eric M.; Slater, Stanley F./V5N3, FALL96/Page 38/Western Pacific's guerilla marketing tactics get the fledgling airline off the ground.

Strategic Marketing Models/Modeling

- "Critical Success Factors for New Financial Services"/Cooper, Robert G.; Edgett, Scott J./V5N3, FALL96/Page 26/A stage-gate approach streamlines the new product development process.
- "Hyper-Learning in a Hyper-World"/
 Matanovich, Timothy J.; Cressman,
 George E./V5N2, SUM96/Page
 42/Time-pressured managers can accelerate market response without risking the farm.

Strategic Marketing Planning

- "Baby Steps"/Reddersen, William F.
 /V5N1, SPR96/Page 8/Undaunted by
 incessant change, BellSouth continues to
 target 'a market of one.' An interview
 with William F. Reddersen, BellSouth's
 group president for long-distance and
 video services.
- "Critical Success Factors for New Financial Services"/Cooper, Robert G.; Edgett, Scott J./V5N3, FALL96/Page 26/A stage-gate approach streamlines the new product development process.
- "Hyper-Learning in a Hyper-World"/
 Matanovich, Timothy J.; Cressman,
 George E./V5N2, SUM96/Page
 42/Time-pressured managers can accelerate market response without risking the farm.
- "Made to Order"/Hart, Christopher W. /V5N2, SUM96/Page 10/Technology is making it feasible to reach that market of one. Make sure you're the first mover.
- "Making Corporate Performance 'SOAR'"/
 Berry, Leonard L.; Lusch, Robert
 F./V5N3, FALL96/Page 12/A framework for improving retail governance
 can lift all management/board relationships to new heights.
- "Replacement Marketing"/Cristol, Steven M.; Sealey, Peter/V5N1, SPR96/Page 12/New logic brings relief to choice-choked consumers and strategy-starved sellers alike.

MARKETING THEORY & PHILOSOPHY

- "Marketing's Changing Social Relationships"/Lazer, William/V5N1, SPR96/Page 52/In an economy of abundance, marketing responsibilities extend beyond the profit motive. *Journal of* Marketing reprint.
- "Wheel of Retailing, The"/Hollander, Stanley C./V5N2, SUM96/Page 63/What makes skilled managers succumb to the 'prosper, mature, and decay' pattern? Journal of Marketing reprint.

PRODUCT/SERVICE MARKETING

- "Baby Steps"/Reddersen, William F.
 /V5N1, SPR96/Page 8/Undaunted by
 incessant change, BellSouth continues to
 target 'a market of one.' An interview
 with William F. Reddersen, BellSouth's
 group president for long-distance and
 video services.
- "Flying High"/Matsen, Paul G./V5N3, FALL96/Page 6/At Delta, marketing takes a seat in the cockpit. An interview with Paul G. Matsen, vice president of corporate planning for Delta Air Lines Inc.
- "Retailers With a Future"/Berry, Leonard L./V5N1, SPR96/Page 38/Five benefits distinguish companies that compete on value.
- "Welcome to My Parlor"/Clark, Bruce H. /V5N4, WIN97/Page 10/The lure of marketing on the World Wide Web is great. Be sure you don't get stuck with the wrong approach.

Brand Management

- "Plymouth Renaissance, The"/Bruyn, Steven D./V5N2, SUM96/Page 56/ Chrysler revamps a venerable line to rebuild its brand equity.
- "Replacement Marketing"/Cristol, Steven M.; Sealey, Peter/V5N1, SPR96/Page 12/New logic brings relief to choice-choked consumers and strategy-starved sellers alike.

Product Development/Innovation

- "Critical Success Factors for New Financial Services"/Cooper, Robert G.; Edgett, Scott J./V5N3, FALL96/Page 26/A stage-gate approach streamlines the new product development process.
- "Made to Order"/Hart, Christopher W. /V5N2, SUM96/Page 10/Technology is making it feasible to reach that market of one. Make sure you're the first mover.
- "Plymouth Renaissance, The"/Bruyn, Steven D./V5N2, SUM96/Page

56/Chrysler revamps a venerable line to rebuild its brand equity.

Product/Service Quality

"Franchisor Liability"/Merican, Steven R./V5N4, WIN97/Page 51/Illinois case may increase litigation under 'apparent agent' rule.

RETAILING

- "Making Corporate Performance 'SOAR'"/
 Berry, Leonard L.; Lusch, Robert
 F/V5N3, FALL96/Page 12/A framework for improving retail governance
 can lift all management/board relationships to new heights.
- "Retailers With a Future"/Berry, Leonard L./V5N1, SPR96/Page 38/Five benefits distinguish companies that compete on value.
- "Wheel of Retailing, The"/Hollander, Stanley C./V5N2, SUM96/Page 63/What makes skilled managers succumb to the 'prosper, mature, and decay' pattern? Journal of Marketing reprint.

Franchising

"Franchisor Liability"/Merican, Steven R./V5N4, WIN97/Page 51/Illinois case may increase litigation under 'apparent agent' rule.

SALES/SALES MANAGEMENT

- "Beyond Teamwork: How the Wise Can Synchronize"/Cespedes, Frank V./V5N1, SPR96/Page 24/Concurrent marketing creates the seamless integration your organization is supposed to enjoy.
- "Communications and Industrial Selling"/
 Levitt, Theodore/V5N3, FALL96/Page
 44/Company reputation is a powerful
 purchasing influencer, but not always.

 Journal of Marketing reprint.
- "Follow the Leader"/Jolson, Marvin A.; Dubinsky, Alan J.; Comer, Lucette B.; Yammarino, Francis J./V5N4, WIN97/Page 38/As women climb the ladder in sales organizations, their management styles can trip them up.

Sales Force Selection/Recruiting/Training

- "Follow the Leader"/Jolson, Marvin A.; Dubinsky, Alan J.; Comer, Lucette B.; Yammarino, Francis J./V5N4, WIN97/Page 38/As women climb the ladder in sales organizations, their management styles can trip them up.
- "Opportunity Calls"/Zentmyer, David T. Jr./V5N4, WIN97/Page 4/Consumer

requests spurred Lands' End's foray into corporate sales. An interview with David T. Zentmyer Jr., vice president of corporate sales for Lands' End.

Selling Strategy

"Welcome to My Parlor"/Clark, Bruce H. /V5N4, WIN97/Page 10/The lure of marketing on the World Wide Web is great. Be sure you don't get stuck with the wrong approach.

SERVICES MARKETING

"Baby Steps"/Reddersen, William F. /V5N1, SPR96/Page 8/Undaunted by

incessant change, BellSouth continues to target 'a market of one.' An interview with William F. Reddersen, BellSouth's group president for long-distance and video services.

Financial Services Marketing

"Critical Success Factors for New Financial Services"/Cooper, Robert G.; Edgett, Scott J./V5N3, FALL96/Page 26/A stage-gate approach streamlines the new product development process.

Service Quality

"Retailers With a Future"/Berry, Leonard L./V5N1, SPR96/Page 38/Five benefits

distinguish companies that compete on value.

TECHNOLOGY AND MARKETING

"Welcome to My Parlor"/Clark, Bruce H. /V5N4, WIN97/Page 10/The lure of marketing on the World Wide Web is great. Be sure you don't get stuck with the wrong approach.

to do business senior-level marketing managers

Meet them in the pages of Marketing Management magazine. You'll find that more than 75% of Marketing Management subscribers hold titles such as manager, vice president, director, president, CEO or partner. Next issue this space can feature an advertisement for your organization's products or services.

Contact Kathy Hays for details on advertising in Marketing Management, Marketing News and five other fine American Marketing Association publications.

Phone: 312.831.2729

Fax: 312.648.0103

Email: ads@ama.org

